

## Patron driven acquisition of online video

This showcase will be a Pecha Kucha session of 20 slides shown for 20 seconds each, with accompanying oral presentation by Anne Loria and Colleen Cleary.

Letting the patron choose eBooks has been a successful experience as demonstrated by QUT's experience with Ebook Library (EBL) and as reported in the literature. (Price & McDonald, 2009, p.13) (Schroeder, 2012, pp.13-14) (Way & Garrison, 2011, pp.150-151).

Why not apply the same purchase model to other formats? This presentation outlines Queensland University of Technology's experience with a trial of patron driven acquisition (PDA) for online video. The trial which commenced in August 2012 provides access to Kanopy titles across a number of discipline areas.

This is the first time, that we are aware of, that a library has trialled the PDA model for online video selection and acquisition anywhere in the world. The PDA model has been a game changer for eBook collection development and is expected to shape the relatively new acquisitions workflows for online video.

Despite the advantages of 24x7, unlimited simultaneous user access for library clients associated with online video, titles are relatively costly compared to the DVD price and streaming licences often require an annual commitment (subscription funding). Consequently, bids for funds by QUT Liaison Librarians have been limited and collection growth for online video has been stunted.

The development of client requesting functionality and a PDA model for online video was a natural progression in the context of current patron-driven library environments and QUT decided to approach Kanopy, a highly innovative and responsive company which had expressed interest in exploring new options to work with Libraries, to ascertain the feasibility of an EBL style patron driven acquisition model for their online video content.

As this is a new concept for online video, considerations needing to be taken into account by Kanopy included copyright, technology costs, product selection and the responses of the owners of the video content. Fortunately, Kanopy persuaded a number of key producers and suppliers to participate and provided a cost model for selected content for the PDA trial.

As a result of the PDA trial, QUT has obtained access to 800 + videos for a fraction of a licence fee price and will gain an insight into online video usage, demand and viewing behaviour to assist in ongoing collection development decisions.

As online video publishing and the trial are both still in the very early stages, it is too early to draw any firm conclusions. Future analyses will focus on academic and student engagement and make comparisons with librarian-driven selection.

## Reference List

Price, J., & McDonald, J. (2009, November). *Beguiled by bananas: A retrospective study of usage & breadth of patron vs. librarian-acquired ebook collections*. Presentation given at Charleston Conference, November 5, 2009. Retrieved from [http://www.slideshare.net/john\\_mcdonald/charleston2009-ebookjspjdm](http://www.slideshare.net/john_mcdonald/charleston2009-ebookjspjdm)

Schroeder, R. (2012). When patrons call the shots: patron-driven acquisition at Brigham Young University. *Collection Building*, 31 (1), 11-14. doi: 10.1108/01604951211199128

Way, D., & Garrison, J. (2011). Financial implications of demand-driven acquisitions: A case study of the value of short-term loans. In D.A. Swords (Ed.), *Patron-Driven acquisitions : History and best practices*. [EBL Version.] Retrieved from <http://QUT.eblib.com.au/patron/FullRecord.aspx?p=799409>



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